

AR EAST PASSES BRAZIL IN RUBBER

Now Produces Great Bulk of Raw Materials for Tires.

The romance of rubber, an industry which in a generation has risen to the most important in American business affairs, shows no more startling growth than the completeness with which the Far East has vanquished Brazil.

In the race for supremacy in crude rubber production, fifteen years ago Brazil was in possession of the crude rubber field with none to dispute her, and the chief concern of each rubber manufacturer was to get his share of Brazil's crop before it was grabbed by competitors. Brazil came to be synonymous with rubber and today the average man still regards the great South American country as the chief source of the crude rubber supply. But in a decade and a half the situation has changed completely, and last year the plantations of the Orient produced more than five times as much rubber as Brazil. Brazil's production has been almost stationary for years, but the eastern crop is increasing by large percentages every year.

Some forest marches are still millions of magnificent rubber trees waiting to be tapped. But to the economist it is hardly another illustration that careful business methods and favorable environment count heavily in the race for rubber. Numerous causes have contributed to Brazil's failure to keep up with the stride, among them being a failure to break away from primitive methods of handling the crop, insufficient labor supply and high cost of living in the rubber section, and lack of intelligent leadership. The crude rubber is there and there in abundance, but the cost of getting it to the market is so great, and business conditions so unfavorable, that capital is not attracted.

BUT 522,112 CARS ON WHEELS IN EUROPE

Over 5,000,000 Cars Are Possessed by Citizens of the United States.

The number of motor cars in use in Europe is 522,112, according to figures compiled by an Italian expert, as against over 5,000,000 cars in use in America. It is not surprising to find that Great Britain leads the list, with 171,467 cars for 1913; our country, the next, coming third, with 55,000 cars in 1913, the last year for which statistics are available. France is second on the list, with Italy fourth.

While of interest, these figures will be modified by the war. Generally, the returns are for touring cars only, and do not comprise lorries and motor-cycles. England's returns are lower for 1913 than they were in 1912. Yet England has added very considerably to her number of commercial motors by reason of the war.

The French returns are always on the under side, being based on actual taxes paid and not including taxicabs, lorries and motor-cycles. Before the war the actual number of privately owned motor vehicles in France was about 115,000. Since then it is estimated that France has imported or built about 80,000 new motors.

The principal battle front being in France, there are actually more motor vehicles in use in that country than in any other in Europe, for, in addition to those of the French army, there comes a large number of British, American, Italian, Belgian and Portuguese forces.

Most persons, it is said, who compare the greatest number of cars per head of population, would rank England, and doubtless would be surprised to find that they were wrong. The record is held by the tiny principality of Monaco, with one car for every 14.4 inhabitants. England comes second, with 14.3. Denmark takes third place, with 14.2. France just beats the British possession, Gibraltar, for fourth place, the respective figures being 14.2 and 14.1.

The country with the smallest number of automobiles per car is Greece, which is officially returned as having three cars for every 1,000 inhabitants.

Naturally, geographical conditions are an important factor in determining the proportion of cars in a country. In mountainous regions, cars can never have the same number of cars as comparatively level England, although both are important car-producing countries. Unfortunately Serbia has a lot of low-lying land, but it is not a car-producing country, while Austria-Hungary does not stand high as a motor country.

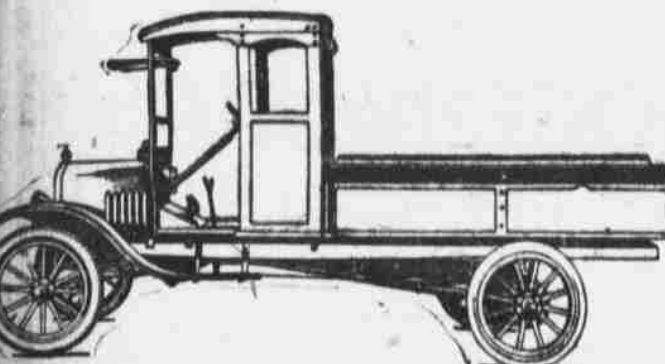
Happy Easter to You and a HAPPY RIDE THIS DAY (and EVERY DAY) on

LEE PUNCTURE PROOF TIRES

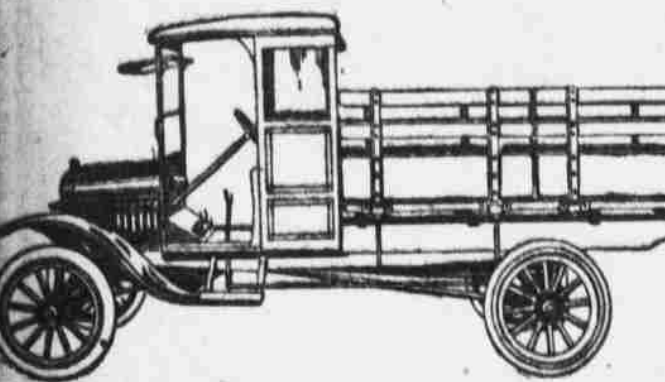


Lee Tire Company of Memphis Monroe at Fourth

Ford Truck Bodies



The largest stock of Ford One-Ton Truck and Light Delivery Bodies in the South—our prices are lowest and we invite comparison along these lines.



Attractive Proposition for Dealers

McCreery-Phelan Co.

FORD DEALERS

257-269 Monroe Avenue Memphis, Tenn.

HINTS ON TIRES AND SERVICE

It pays you to buy the best tires. You men who know tires buy Goodyear, of course, and you with your first car should buy Goodyear. They're dependable. Equip with Goodyear and you'll have nothing to charge to "experience."

You can get right now service, too.

—Call—



THE FAST GROWING GOODYEAR HOUSE

Get These Three Ideas Firmly in Mind

First: They cost only one-half as much. Second: They are puncture proof. Third: They are over size, stronger and better than the tires now on your car.

Cost Only 1/2 As Much

Before you discard another worn tire

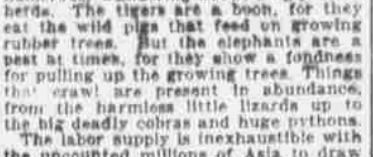
Investigate

GATES HALF SUE TIRES

International Rubber Sales Co. 128 Monroe Ave.

Happy Easter to You and a HAPPY RIDE THIS DAY (and EVERY DAY) on

LEE PUNCTURE PROOF TIRES



Lee Tire Company of Memphis Monroe at Fourth

OVERLAND MODEL 90 MAKES RECORD

Demonstrates Sealed in High Practicability by Test in Oklahoma.

The Overland Model 90 has just established a world's record for a non-stop run with the gears sealed in high, according to news received by Thomas F. Smart, president of the Memphis Overland company. The car was driven over the roads around Oklahoma City, for several days, in the 18 hours of continuous running the car covered 4,370 miles. That exceeds the next best record, which had stood since 1912 by nearly 200 miles.

The remarkable feature of the run was that in making this distance equal to a trip from New York to Los Angeles and back to Oklahoma without change of gear or engine stop, the Overland driver averaged 31.1 miles a day. The gasoline used averaged 26.6 miles for each gallon. It was a 24-hour nonstop run was 547 miles.

The run was held by Elmer A. Carhart, a driver of the Overland Motor company, of Oklahoma City, Overland and Willys-Knight dealers. The car was driven more than half the time and the rest of the run was on rough country boulder strewn and the poor pavements of the suburbs of the Oklahoma city. The carburetor was never adjusted, no spark plug replaced. There were but three punctures.

During the seven days of continuous driving, the Overland 90 encountered 12 to 15 hours of each 24 were spent in the traffic of the city. Four drivers were used, working four shifts.

The run was planned by Mr. Carhart in an effort to break existing records for a sealed-in-gear, nonstop run.

The judges for the event were carefully selected. They were the president of the Overland Motor company, the managing editor of the Oklahoma Daily News. These men checked the records of the observer, and closely followed the car themselves. The run excited the greatest attention throughout the state as a demonstration of the economy and efficiency of operation possible in the Overland.

The trip started when the automobile, officially sealed and inspected, rolled forward from the dock of the Levee Hotel, through the door and down the steps into the street. The car finished its remarkable run by pulling up in front of the hotel door. There the motor was stopped for the first time in seven days.

A careful checking of all records leads the Willys-Overland company to the announcement that this is the most remarkable test ever made by any stock car of any class or type.

SECURITY MARKET IS OF UNCERTAIN TREND

NEW YORK, April 18.—Trading in the stock market this week, interrupted by yesterday's recess, was of a two-sided character, suggesting an overbought or unwieldy bull position in some of the more speculative issues. The pace continued very rapid, however, much of the news and attendant developments accelerating the advance, which began some two months ago, mainly as a result of buying orders from interior funds.

Stalls and steel again failed to move with the general current, the former because of conditions which pointed to a further gap between gross and net returns, the latter chiefly because of the existing price deadlock, attributed to the federal railroad administration.

United States Steel was under marked restraint and speculation was rife regarding the outcome of the annual meeting of the shareholders next week and the policy of the directors in the matter of common dividends, to be determined the latter part of the month.

The investment market was unchanged, showing a firm undertone, but very little inquiry. Important financial interests directed their subscription toward the Victory loan campaign, and a large public subscription was nominal in the sense that little time money was available through quarterly unchanged. Foreign exchange continued to reflect economic tension in countries of the entente, notably France and Italy.

The "Dead"

Mrs. Georgia Bell. NEWBORN, Tenn., April 18. (Sp.)—Mrs. Georgia W. Bell, aged 25, of this county, is dead at 2 o'clock this morning, near the county line, at Bon-Cor. She is survived by a large number of relatives and friends.

NO NEW CADILLAC MODEL IS IN SIGHT

S. H. Butler, Local Agent, Is Appraised Little Change Contemplated.

One certainty about a new Cadillac model is that there will not be one during the year 1914.

R. H. Collins, of Detroit, president of the Cadillac Motor Car company, stated to S. H. Butler, of the Southern Motor company, of Memphis, when in Detroit last week, that the models on the sales floors today are essentially and fundamentally the same Cadillac which will be manufactured throughout 1914 and 1915.

It is possible a slight difference may appear in minor details for the 1915 and 1916 models, but in fundamental mechanism and in general appearance, the Cadillac of the next few years will be the same as today.

Cadillac long ago ceased the practice of building yearly models.

Cadillac builds a motor mechanism which given superior service over a period of years, and believes passenger transportation should not be dragged into the same category with a milliner's fashions and fashions.

"When you build a stately home of artistic beauty and classic lines, you do not feel the need of altering the structure each spring, merely to have a change in shape. People select the Cadillac because it endures, not only in mechanism, but likewise in good taste and style," said Mr. Butler.

NEW HOME FOR A. S. BARBORO & COMPANY

A new wholesale fruit house to cost \$125,000 will be erected immediately at A. S. Barboro & Co., 151 South Main street, on the southwest corner of Wagner street and Pontotoc avenue. Contract has been let to James Alexander Construction company.

Workers will start in Monday morning to raise and build the new structure. Ground will be broken for a building fronting 100 feet on Wagner street and 150 feet on Pontotoc avenue as soon as the site is cleared.

OMARRIAGES

Evans-Overton. PINE BLUFF, Ark., April 18. (Sp.)—Miss William Overton and Sargent Walter Evans were married at the bride's home Wednesday, Rev. W. K. Overton, a cousin of the bride, performing the ceremony. The bride is the daughter of Mr. and Mrs. William Overton and the bridegroom recently returned from overseas, where he was in the 15th field signal battalion. After a short honeymoon in this state they will go to Okla. to live on their farm, where the bridegroom holds a position with the Union Pacific railway.

\$400 Is Offered For This Negro Dead Or Alive



Standard murdered Policeman Andrew White, 32, April 18. He is suspected of previously having murdered Policeman Broadfoot. Standing at light brown in color, weighs about 145 pounds, is about 25 years old, five feet seven inches tall and has dark eyes. The Memphis police department offers a reward of \$400 for his dead or alive. He was last seen going east from Memphis along the general route of the Pigeon Roost road, and is probably armed with both a rifle and a pistol.

Ford

THE UNIVERSAL CAR

The Ford Motor Company will sell the genuine Ford Parts to any and every reliable Garage, making it an Authorized Ford Service Garage. Ford Dealers throughout the United States have been instructed by the Ford Motor Company to supply anything and everything in Ford Parts to responsible Garages, and to furnish such Garages with signs designating them as "Authorized Ford Service Garages."

Tells About Genuine Ford Parts

While this opens the door to a very profitable business for the Garage men of America, it also brings a reliable service close to the owners of Ford cars in all parts of the country. It assures them that the genuine Ford Parts, made by the Ford Motor Company, will be used in replacements when their Ford cars require tuning up; it means Ford quality in service, and that, of course, means economy in operation and extends the life of the car.

We believe the Garage man will quickly appreciate the profitable advantages this presents to him, and will speedily lay in a large stock of genuine Ford Parts, and go after the Ford service business with vim and hustle.

Any of the following dealers will gladly take the orders of any responsible Garage and make prompt delivery of genuine Ford Parts, and supply the service signs just as soon as possible.

- Price-Barwick Company**
Monroe Ave. at Cleveland
Telephone Hemlock 991.
- Graham-Merrin Company**
366 Madison Avenue
Telephone Main 1576
- Universal Motor Car Co.**
963 Union Avenue
Telephone Hemlock 5700
- McCreery-Phelan Company**
259 Monroe Avenue
Telephone Main 1295

PETITIONS ASK VOTE ON ARKANSAS PROHIBITION

LITTLE ROCK, Ark., April 18. (Sp.)—Petitions were put in circulation here today asking the secretary of state to refer to the people the resolution adopted by the 1913 legislature relative to national prohibition. Similar petitions are to be circulated throughout the state, it is said.

Arkansas leaders say the petitions are not to be fought in view of the ruling of the attorney-general that the matter was not subject to a referendum. The courts probably will be called upon to determine whether it can be legally referred.

Prohibition leaders predict an overwhelming defeat of all opposition to national prohibition if it is referred without lighting facilities.

LIGHT PLANT BURNS.

ASHDOWN, Ark., April 18. (Sp.)—Ashdown's light and water plant was destroyed by fire early today, entailing a loss of \$15,000 and putting the town without lighting facilities.

YOU CAN BUY THE WORLD'S BEST CARS HERE IN MEMPHIS

The following Automobiles and Trucks are sold by members of the Memphis Automobile Dealers' Association—purchasers are thus assured of fair treatment. ALL PRICES QUOTED F. O. B. FACTORY.

- Briscoe**
HERFF MOTOR CORPORATION
Touring Car\$285
Two-passenger Roadster\$285
Open Express Delivery\$285
Panel Delivery\$290
- Dixie Flyer**
Five-Passenger Touring
Four-Passenger Roadster
Five-Passenger Convertible Sedan
Old Hickory Truck
MURPHY MACHINERY AND EQUIPMENT CO.
402-404 Union Ave.
Phones Main 1710, Main 3440.
- Dodge**
2-Passenger, 4-Cylinder Roadster\$1,085.00
4-Passenger, 4-Cylinder Touring Car\$1,085.00
Dodge Bros. Coupe\$1,150.00
Dodge Bros. Sedan\$1,150.00
Business Chassis\$985.00
SCHLECHT MOTOR SALES CO. Hem. 135.
- Duplex**
The Original
4-Wheel Drive Truck
MURPHY MACHINERY AND EQUIPMENT CO.
402-404 Union Ave.
Phones Main 1710, Main 3440.
- Federal**
1-Ton Truck\$1,200
1 1/2-Ton Truck\$1,300
2-Ton Truck\$1,400
3 1/2-Ton Truck\$1,500
LILLY CARRIAGE CO. --- Main 877-878
- Indiana Trucks**
1 1/2-ton, 2-ton,
3 1/2-ton and
5-ton sizes.
MURPHY MACHINERY AND EQUIPMENT CO.
402-404 Union Ave.
Phones Main 1710, Main 3440.
- Lexington**
Sport Tourer\$1,785
7-Passenger 6-Cylinder Touring\$1,785
7-Passenger Convertible Sedan\$1,785
Caro-Holmes Co., Inc. Hemlock 6080
- Nash**
5-Passenger Touring\$1,495
5-Passenger Roadster\$1,495
5-Passenger Sedan\$1,495
5-Passenger Coupe\$1,495
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.
- Oakland**
2-Passenger, 6-Cyl. Roadster\$1,075
5-Passenger, 6-Cyl. Touring Car\$1,075
5-Passenger, 6-Cyl. Sedan\$1,075
4-Passenger, 6-Cyl. Coupe\$1,075
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.
- Peerless**
Lilly Carriage Co. Main 877-878.
EIGHT TWO-RANGE MOTOR.
7-Passenger Touring Car\$2,750.00
4-Passenger Roadster\$2,750.00
4-Passenger Coupe\$2,750.00
5-Passenger Sedan\$2,750.00
7-Passenger Sedan Limousine\$3,750.00
ALL F. O. B. FACTORY.
- Pierce-Arrow**
7-Pass., 6-48 Touring Car\$6,500
LILLY CARRIAGE CO. --- Main 877-878
- Premier**
Touring, 4-Passenger
Roadster, Sedan
MURPHY MACHINERY AND EQUIPMENT CO.
402-404 Union Ave.
Phones Main 1710, Main 3440.
- Reo**
4-Cylinder 5-Passenger Touring Car\$1,385
4-Cylinder 3-Passenger Roadster\$1,385
Model P 3 1/2-Ton Truck, Complete\$1,375
Model P 3 1/2-Ton Truck Chassis, with cab, top and axle\$1,340
Quotations subject to advance without notice and any special federal tax to be added to above prices.
LOCKWOOD AUTOMOBILE CO., MAIN 470
- Republic**
1-Ton (with body and cab)\$1,335
1 1/2-Ton (Chassis)\$1,385
2-Ton (Chassis)\$2,385
3 1/2-Ton (Chassis)\$3,485
Richardson Motor Sales Co., 278-280 Monroe. Main 930.
- Scripps-Booth**
3-Pass. 6-Cyl.\$1,295
5-Pass. 6-Cyl.\$1,295
Erwin-Hicks Motor Car Co., 754-60 Union. Main 2896.
- Stutz**
2-Pass. 4-Cyl. 16-Valve Bearcat Speedster\$2,750
4-Pass. 4-Cyl. 16-Valve Bulldog Special\$2,850
7-Pass. 4-Cyl. 16-Valve Bulldog Special\$2,850
5-Pass. 4-Cyl. 16-Valve Roadster\$2,750
BURKE-COURT MOTOR CO. --- MAIN 3190
- White**
7-Pass. Touring, 36-valve motor\$5,000
4-Pass. Roadster, 16-valve motor\$5,000
4-Ton White Truck\$5,000
1 1/2 and 2-Ton White Trucks\$5,000
5-Ton White Truck\$5,000
5-Ton, 16-Valve, Good Roads Truck\$5,000
THE WHITE COMPANY, Factory Branch, Memphis, Tenn.
Monroe and Pauline St.
- Use News Scimitar Want Ads To Get Results**